



In the Claims

Kindly substitute the following amended claim 18 for pending claim 18:

18. (once amended) The method according to claim 1 and further comprising the steps of:

storing at least one sequence comprising data representative of a plurality of presentations in a data store in operative connection with the first computer;

storing in the data store, data representative of presentations in the sequence that have been previously been made to the user;

wherein in step (e) the computer is operative to select a presentation in the sequence not previously made to the user.

Kindly substitute the following amended claim 38 for pending claim 38:

38. (once amended) The method according to claim 36 wherein the output data includes plurality of coupons, and wherein a coupon is output in step (i).

Kindly substitute the following amended claim 46 for pending claim 46:

46. (once amended) A method comprising the steps of:

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- (a) carrying out a financial transaction for a user through operation of an automated transaction machine by communicating at least one financial transaction message between the transaction machine and a first computer, wherein the machine is operative to receive user identifying data; and
 - (b) marketing at least one product to the user through operation of the transaction machine by communicating at least one marketing message between the transaction machine and a second computer responsive to the user identifying data.

{ Kindly substitute the following amended claim 47 for pending claim 47: }

47. (once amended) A method comprising:


- (a) carrying out a financial transaction for a user through operation of an automated transaction machine by communicating at least one financial transaction message between the transaction machine and a first computer; and concurrently during at least a portion of the financial transaction
- (b) marketing at least one product to the user through operation of the transaction machine by communicating at least one marketing message between the transaction machine and a second computer.

Kindly add ~~new~~ claims 48-55 as follows:

48. (newly added) A method comprising:

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- (a) operating an automated banking machine to receive at least one unique user ^{PIN} identifying input from a user of the automated banking machine, wherein the automated banking machine is operative to carry out at least one financial transaction for the user via at least one transaction communication path;
 - (b) subsequent to (a), operating the automated banking machine to obtain remote marketing data corresponding to the unique user identifying input via at least one marketing communication path, wherein the at least one marketing communication path is in operative connection with at least one computer not in the at least one transaction communication path;
 - (c) subsequent to (b), operating the automated banking machine to market at least one product to the user at the automated banking machine responsive to the marketing data.


49. (newly added) A method comprising:

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- (a) communicating marketing data between at least one remote marketing computer and an automated banking machine, wherein the marketing data includes data corresponding to user identifying input from a user of the automated banking machine;
 - (b) communicating financial transaction data between the automated banking machine and at least one remote host computer, wherein the financial transaction data includes data corresponding to the user identifying input, and wherein the at least one remote host computer and the at least one remote marketing computer operate generally independently of each other; and
 - (c) marketing at least one product to the user at the automated banking machine responsive to (a).

50. (newly added) A method comprising:

- (a) providing an automated banking machine in operative connection with at least one host computer and at least one marketing computer, wherein the at least one host computer is associated with carrying out a financial transaction for a user of the automated banking machine, wherein the at least one marketing computer is associated with marketing at least one product to the user, and wherein the at least

one host computer operates generally independently of the at least one marketing computer;


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- (b) storing at least one sequence comprising data representative of a plurality of marketing presentations associated with the at least one product in at least one data store in operative connection with the at least one marketing computer, wherein the at least one sequence has an associated order in which marketing presentations represented in the at least one sequence are presented to the user;
 - (c) selecting data representative of a next marketing presentation that has not been previously made to the user and which is next in the order; and
 - (d) presenting the next marketing presentation to the user at the automated banking machine.

51. (newly added) A method comprising:

- (a) operating an automated banking machine to conduct a financial transaction for a user, wherein the banking machine communicates with a first computer remote from the banking machine in carrying out the transaction;

- (b) operating the automated banking machine to market at least one product to the user, wherein the banking machine markets the at least one product responsive to communication with a second computer remote from the banking machine and separate from the first computer, and wherein the banking machine communicates with the second computer during at least a portion of the financial transaction.

52. (newly added) The method according to claim 51



wherein step (a) includes receiving at least one user identifying input from the user and operating the banking machine to send data corresponding to the at least one user identifying input to the first computer, and

wherein step (b) includes operating the banking machine to send data corresponding to the at least one user identifying input to the second computer.

53. (newly added) The method according to claim 46 and prior to step (b) installing software on the machine, wherein the software is operative to enable communication between the machine and the second computer.

54. (newly added) The method according to claim 47 and prior to step (b) installing software on the machine, wherein the software is operative to enable communication between the machine and the second computer.

55. (newly added) The method according to claim 51 and prior to step (b) installing software on the machine, wherein the software is operative to enable communication between the machine and the second computer.

Abstract

Kindly substitute the following Abstract for the pending Abstract.